

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 2, 2019/2020

### BMK2844 – MARKETING COMMUNICATION DISTANCE EDUCATION

29 FEBRUARY 2020  
2.30 p.m. – 4.30 p.m.  
(2 Hours)

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#### INSTRUCTIONS TO STUDENTS

1. This question paper consists of 1 page (excluding cover page) with 4 Questions only.
2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

**ANSWER ALL QUESTIONS****QUESTION 1**

Consumer decision making process involves the consumers to identify their needs, gather information, evaluate alternatives and then make their buying decision. Elaborate the **FIVE (5)** stages involved in the consumer decision making process.

(25 Marks)

**QUESTION 2**

Source credibility is a term commonly used to imply a communicator's positive characteristics that affect the receiver's acceptance of a message. Describe **FIVE (5)** characteristics of a credible source.

(25 Marks)

**QUESTION 3**

Direct marketing is a form of communicating an offer, where organizations communicate directly to a pre-selected customer and supply a method for a direct response. If you are approached by a family who is interested in direct marketing, what **FIVE (5)** advantages of direct marketing would you describe?

(25 Marks)

**QUESTION 4**

Measures of effectiveness are measures designed to correspond to accomplishment of mission objectives and achievement of desired results. Explain the benefits of measuring the effectiveness of an integrated marketing communication (IMC) program.

(25 Marks)

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